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BOSCH TRAINING INTRODUCES 'BLENDED LEARNING' CURRICULUM

LAS VEGAS, NV, November 4, 2008 – Bosch Training is pleased to introduce new 'Blended Learning' classes that combine traditional in-class study with self-regulating web-based study. Web-based material makes it possible to reduce the length of the courses, thus keeping the Technician in the shop where his expertise is needed during part of the training cycle. This 'learn where you live' approach is supplemented by the traditional hands-on education in a real world environment that provides invaluable experience.

Technicians learn best by doing; getting their hands on the vehicle and seeing how it works. For this reason, practical work in small groups is a core part of Bosch service training. The combination of theory-based knowledge and practical experience is the secret to success. Bosch is one of the few companies that offer this type of a learning environment.

Shop owners may hesitate to send their valuable personnel to be trained for more than a couple days. It is often the lead technician that is asked to learn the new vehicle

system and whose absence is missed the most. Bosch is sensitive to this reality and is taking advantage of the internet whenever possible by offering web-based course material.

The Bosch training program is regularly modified to address current industry requirements. For instance, four new blended learning courses were recently added to the program; Gasoline Direct Injection, Vehicle Networking, Safety Systems, and Passenger Car Diesel. In addition to blended learning courses, other web-based courses are currently being developed to further reduce the need to send workshop employees away for training. Visit www.boschtechno.com for details.

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros (over \$63 billion) in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.”

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs approximately 25,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$9.5 billion in fiscal 2007. For information on Bosch automotive aftermarket products visit www.boschautoparts.com.